

A METHOD AND SYSTEM FOR IMPLEMENTING AUTOMATIC
AUCTION EXTENSIONS AND ADJUSTABLE BID INCREMENTS IN AN
ELECTRONIC EXCHANGE

5 ABSTRACT OF THE DISCLOSURE

10 A method for automatic auction extension and user controlled
standardized bid increment/decrement. The method is implemented in an
electronic commerce exchange. The auction method implements automatic
extension of an auction in response to bidding activity from auction
participants. The method includes the step of setting an end time for
concluding the auction. Bids are received from remote bidders via a distributed
computer network. The received bids are analyzed to determine whether a
predetermined number of bids are received within a predetermined time of the
auction end time. If a greater number of bids are received within the
15 predetermined time, the duration of the auction is automatically extended and
a new auction end time is set. The auction participants are notified of the new
auction end time. Standardized bid increments can be set defining a minimum
amount at which a subsequent bid differs from a previous bid. Similarly,
standardized bid decrements can be set defining a minimum amount at which a
20 subsequent bid subsequent bid differs from a previous bid. A total number of
possible extensions can be set defining a number of times the auction can be
extended due to bidding activity. The settings can be changed dynamically
during the auction by the auction operator/user.